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AIR COMMAND AND STAFF COLLEGE

AIR UNIVERSITY

ALCOHOL DEGLAMORIZATION AND
NORMS OF ALCOHOL USE AT
AIR COMMAND AND STAFF COLLEGE

by

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A Research Report Submitted to the Faculty

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Preface

I'm a traditional Air National Guardsman and in my civilian profession I'm a mental health therapist. As a therapist I've always been fascinated about norms in groups. Sometime early in the ACSC year, I became aware of the Air Force Alcohol Deglamorization Program contained in AF Instruction 34-219 (issued Sept 1998). For many years the military and its members have had the reputation of being a hard drinking lot. The military has been aware of the problems associated with this norm and the reputation associated with this image. The Air Force Alcohol Deglamorization Program prescribes guidelines for reducing the emphasis on alcohol use among military members.

Mid-level career officers attending Air Command and Staff College (ACSC) are considered generally to be leaders among their peers and are viewed as future leaders in the Air Force. The central questions in my mind: "Are the current alcohol use norms of ACSC students congruent with the intent of the Alcohol Deglamorization Program?" And, "How do the alcohol-use norms at ACSC compare with the norms at the previous duty assignments of the AF officers at this school?" It seemed intuitive to me that achieving congruence between official Air Force policy and behavioral norms of the students in professional military education (PME) settings would be an expected standard. This would especially be expected since Air Force PME aims to prepare leaders to influence the future of the Air Force. By extension, the alignment of AF norms with official policy is a responsibility that must be expected of AF officers.

I wish to recognize the confidence building and inquiry promoting support of my faculty research advisors, Colonel David R. Hall and Dr. Abby Gray-Briggs. Also, I appreciated the valuable insights of LTC Hank Dasinger and LTC David Milewski as I designed and prepared the survey instrument and then analyzed the data and reported the findings in the course of this research.

Abstract

Substance abuse in the military has become an issue of steadily increasing interest and concern to military leaders. This paper endeavors to identify the degree to which the Air Force Alcohol Deglamorization Program is supported by the alcohol-use norms at Air Command and Staff College (ACSC), an Air Force Intermediate Service School located at Maxwell AFB, Alabama. The ACSC setting is also compared (via survey results) to the previous duty assignment of the survey respondents. This paper outlines from the literature some of the problems associated with alcohol use in the military (degraded job performance, alcohol related crimes, incidents of poor judgement). Some of the “benefits” attributed in the literature to alcohol use are also noted (increased military morale, cohesion, and camaraderie). Literature suggesting that military members should adhere to a moral standard that is higher than the typical American citizen is noted.

This paper identifies key aspects of the Air Force Alcohol Deglamorization Program and describes how a survey was developed to assess adherence to Program guidelines. Results of the survey are discussed. Results suggest that those surveyed perceived the ACSC setting to be generally supportive of the Alcohol Deglamorization Program, with several notable exceptions. Specifically, survey results suggested that the officers surveyed agreed that attention is often focused on alcohol, that there is an emphasis on “bringing the beer” to social activities, and they only slightly agreed that alcohol use during the workday is unacceptable. On all three of these items, the ACSC environment,

compared to the previous duty assignment of respondents, was more likely to focus attention on alcohol, more likely to emphasize bringing the beer to activities, and was more apt to allow drinking during the workday. Results also suggested that while treatment for alcohol abuse was likely to be supported in either setting, treatment was viewed as less likely to be supported at ACSC. Additional results suggested that Rated officers (those trained as pilots/navigators) and Nonrated officers differed based on their view of the alcohol use norms at ACSC. Rated officers generally viewed the ACSC setting as being more supportive of the deglamorization program. Nonrated officers tended to view the school environment as more permissive of alcohol use. Recommendations for future study and ideas for strengthening Alcohol Deglamorization at ACSC are offered.

Chapter One

Introduction

“Many classmates have lamented about less unit cohesion since (the) alcohol deglamorization program. I remember learning so much during the B.S. sessions while having a beer after work. Also, a lot of work would get done during these sessions.”

Female Respondent

“Deglamorization is needed, but, I’ve experienced organizations where the leadership talks about deglamorization (then) leans on people to go to the club.”

Male Respondent

Alcohol Use and Abuse in the Military

Alcohol has played a role in military culture throughout modern military history. In 1974, Bryant observed in the professional literature that “within the predominantly male military population, heavy drinking and being able to ‘hold one’s liquor’ have served as tests of suitability for the demanding masculine military role.”¹ Bray, et al reported their view that “alcohol has been used in the military to reward hard work, ease interpersonal tensions, and promote unit cohesion and camaraderie.”²

The literature postulates a legacy of alcohol use in the military and suggests some positive outcomes such as increased “unit cohesion and camaraderie.” Under the current deglamorization atmosphere in the military, the negative impacts of alcohol use have also been noted. The Naval Criminal Investigative Service (NCIS) reported that of the crimes

that were solved in 1994, “alcohol played a part in: 23 percent of the assaults; 34 percent of the indecent assaults, including sexual misconduct; and 35 percent of the rapes.”³ According to the spokesman from the NCIS, statistics would be higher if unresolved cases were included.

Costs of Alcohol Abuse in Society

Connections have been made within the military between crime and alcohol. Also, economists have studied societal and monetary costs of alcohol abuse in society. One of the most recent studies by Rice et al. (1990) suggested the magnitude of the societal problem; they reported their findings in 1985 figures and 1985 dollars. They found that the total cost of alcohol abuse was \$70.3 billion. The productivity lost due to morbidity (illness) and mortality (pre-mature death) was \$51.4 billion. The costs in 1985 for alcohol related motor vehicle crashes were placed at \$2.6 billion while \$4.3 billion was the cost for alcohol-related crimes. In the military specifically, or in society generally, misuse of alcohol carries significant costs.⁴

Current Alcohol Deglamorization Efforts

All branches of the military have attempted to deglamorize the use of alcohol. In the Air Force, alcohol deglamorization efforts have been under way for 35-plus years.⁵ Recently there have been debates about the expansion of beer and wine sales in the military’s commissary system indicating that efforts of deglamorization are ongoing. As the House of Representatives sought to authorize increased alcohol sales in commissaries, the Department of Defense forwarded a memo to Congress stating that “any expansions of availability ‘would be contrary to the department’s efforts to deglamorize alcohol

consumption.”⁶ Ultimately the proposal to expand beer and wine sales was defeated. Opponents like Senator Robert Byrd D-W.Va. argued that such sales would “likely lead to an increase in the military of all the problems that go hand-in-hand with alcohol use in civilian life’ such as negative health consequences, lost productivity, increased violence and crime, and an increase in sexually transmitted diseases.”⁷

Despite progress in the military toward deglamorizing alcohol use, movement toward this goal has been gradual. A worldwide DOD survey about health related behaviors suggests that there has been a decline in the military’s overall consumption of alcohol, however, the incidence of heavy drinking remained higher in the military than in the civilian population.⁸ The senior researcher in this study attributed declines in alcohol use to various factors including recruits who are older and better educated. Members in the military recognize also a changing culture around alcohol in their units. One respondent to the ACSC survey said, “I don’t think alcohol abuse is the problem it used to be in the AF. In the current climate, I’m scared to death to drive after drinking.” Progress toward responsible alcohol use continues to be sought via this deglamorization policy.⁹ One effect of the program appears to be aimed at reeducating members of the military and renorming the Air Force organization.

Purpose and Overview of this Study

Alcohol deglamorization is now, after many years, a well-established program on paper and yet some in the Air Force are not aware of the policy. One respondent in the present study wrote that until taking the survey, he was unaware that the AF had a deglamorization program. The present study sought to understand just how well integrated the deglamorization program was in the attitudes and norms of mid-level

career officers attending Air Command and Staff College. Students at this yearlong, professional military education course are generally considered to be leaders among their peers and have the potential either to advance this program or reduce its effectiveness. This study holds that aligning AF norms with official policy is a responsibility that must be expected of AF officers.

Clarification of alcohol use norms was sought by surveying a representative sample of the active duty Air Force officers at ACSC. The core questions of the study: “Are the current alcohol use norms of Air Force ACSC students congruent with the intent of the Air Force Alcohol Deglamorization Program?” and, “How does ACSC compare with the last assignment of the students at ACSC?”

Assumptions of the Study

The present study has three basic assumptions. First, that the informal norms related to alcohol use understandably lag behind official policies. This is particularly true given the strength of the historical and institutional link between alcohol use and the military. And that understanding our current position in relation to this AF policy will allow for the process of adjustments, realignments and improvements. The second assumption of the study is that alcohol use norms in the Air Force must be changed from the “top down.” If responsible alcohol use norms need adjusting, the most logical place to begin is with the leaders. The leadership must change before normative changes can be expected in the larger Air Force. Third is the assumption that a prime place to study the norms among Air Force Leadership is in a PME setting where Air Force leaders are gathered and where norms are established during the academic year.

The sample of respondents drawn from among officers at ACSC was sufficient in size to provide an accurate description of group norms (see survey in Appendix A). Respondents were asked through the survey to report their perception of the alcohol-use norms at their previous duty assignment and at ACSC, their current assignment. This information was then compared and analyzed statistically to allow conclusions to be drawn about the norms in this PME setting along with previous unit information and to allow contrasts to be made between PME and the operational world.

Notes

¹ Clifton D. Bryant, "Olive-Drab Drunks and GI Junkies: Alcohol and Narcotic Addiction in the U.S. Military," *Deviant Behavior, Occupational and Organizational Bases*, 1974, 133.

² Robert M. Bray, Larry A. Kroutil, and Mary Ellen Marsden, "Trends in Alcohol, Illicit Drug, and Cigarette Use among U.S. Military Personnel: 1980-1992," *Armed Forces & Society* 21, no. 2 (1995): 272.

³ Becky Garrison, "Drink, Drink and Be Wary: Alcohol, Your Career and the U.S. Navy," *Navy Times* 44, no. 21 (1995): 10-13

⁴ Jody Sindelar, "Social Costs of Alcohol," *Journal of Drug Issues* 28, no. 3 (1998): 763-780.

⁵ Department of the Air Force (1980). "Air Force Regulation 215-7: The Control, Procurement, Sale, and Use of Alcoholic Beverages." (the implementation instrument of Department of Defense Directive 1330.15, 4 May 1964).

⁶ Rick Maze, "Pentagon Fights Efforts to Expand Alcohol Access," *Air Force Times* 58, no. 51 (1998): 10.

⁷ Rick Maze, "Plan to Expand Beer and Wine Sales is Killed," *Air Force Times* 59, no. 7 (1998): 19.

⁸ Robert M. Bray, Larry A. Kroutil, and Mary Ellen Marsden, 286.

⁹ Air Force Instruction (AFI) 34-219, *Alcoholic Beverage Program*. 9 September 1998: 4-5.

Chapter Two

Review of the Literature

“While having a designated driver is required there’s little attention paid to responsible use prior to needing a designated driver. The message is that the only problem from excess alcohol use is a DWI; nothing could be more untrue.”

Male Respondent

A Higher Moral Standard for Military Members

There are various reasons for a deglamorization program in the military. If, in fact, alcohol abuse has lead to institutional problems as noted previously, alcohol deglamorization may help to reverse some of these negative trends in the military. Alcohol deglamorization may be seen by some as placing unusual demands on military members, yet, military education courses frequently include discussions on integrity and professional ethics. For instance, military legal counsel stresses that military members must avoid even the appearance of ethical violations “in order to preserve the public confidence in the Air Force.”¹

Those in the “business” of philosophy have also explored reasons why military members have been historically held to a moral standard that is higher than those in the civilian world. Ficarrotta observed “from the top down, part of the background noise of professional military life is these higher expectations, and a belief that, somehow, this

line of work is one with a special moral status, special moral problems and special moral demands.”²

Theories Suggesting a Higher Moral Standard for the Military

In his review of the literature, Ficarrotta analyzed and presented reasons why military members may be expected by the public and by philosophers to maintain a level of moral behavior that is higher than others in society. Ficarrotta cited three main theories to explain a higher standard for military members. First is the “functional argument,” this holds that the military is responsible for functions or tasks that are so weighty that in order to discharge these important functions, the military member must possess a superior level of adherence to ethical standards.

The second rationale for a higher standard is called the “demands of the role” theory. This theory maintains that “if one assumes a role in society this frequently carries with it some very definite moral baggage”³ (and) by virtue of a military member’s choice to serve, he/she agrees to a unique or stricter moral obligation.

The third theory is the “group image” viewpoint that says, “because the military constitutes a readily identifiable group, many kinds of misconduct by the few can lead to bad consequences for the many.”⁴ This last rationale imposes on the members of the military the obligation to display publicly and by extension to live privately by standards that will reflect positively on the military.

Given the direction of military legal counsel and the arguments explored by Ficarrotta, one may accept that due to the “morally tough situations that arise in the military line of work, maybe military professionals ought to attend *more* carefully to

these common moral standards, and indeed, not succumb to the temptation to comport their behavior and character in accordance with *lower* standards.”⁵

Military Under Close Scrutiny

Reports in the media suggest that alcohol abuse often accompany moral “train crashes” or lesser moral indiscretions. Some may argue that anecdotes which reveal chinks in the “moral armor” of some military members only point-out inherent moral flaws--flaws already present in the member’s character in which alcohol only played a minor role. Such a debate is outside the purview of this study; indeed this seems to be a type of “chicken or egg” question. For many, the “bottom line” reason to deglamorize alcohol in the military is that “moral failures by military professionals might erode public trust of the military, which could in turn impact money and support.”⁶ Regardless of the reason for expecting higher standards of the military—the Air Force certainly expects high standards of itself. General John Lorber, past commander of the US Pacific Air Forces, said in a 1996 memorandum to his officer corps, “If lewd behavior and debauchery in an Air Force squadron shock you, then you are part of the team. If it doesn’t, then it’s time you look for another profession. Our Air Force of today does not tolerate such behavior, nor should it. We have set much higher standards.”⁷

Worldwide DoD Survey of Health Related Behaviors

In a 1992 worldwide survey of military members regarding trends in substance abuse, the researchers noted that “alcohol has been used in the military to reward hard work, ease interpersonal tensions, and promote unit cohesion and camaraderie.”⁸ The study suggested that use of alcohol in the military showed signs of change. The findings

“showed an increase in the proportion of abstainers and a corresponding reduction in the average amount of alcohol consumed. On the other hand, findings suggested that there was “little or no decline in the prevalence of heavy drinking.”⁹ The same study reported that, in comparing service members and civilians (after adjusting for age, sex and marital status differences), the Army had the highest rate of heavy drinkers at 18 percent, followed by the Marines at 17.5 percent, and the Navy and Air Force nearly even at 12.8 and 12.7 percent respectively. The bad news from the study was that the “rate of heavy drinking for men 18 to 25 was roughly twice as high—25.9 percent—among military personnel as among civilians, where the rate was 13.8 percent.”¹⁰ Finally, the study indicated that 27.3 percent of the respondents believed that drinking was a part of being in the military and 22.9 percent believed that people were encouraged to drink at social functions.

Progress continued between 1992 and 1995 when the study was repeated. The most recent study showed a “decline in heavy drinking in the military from 20.8 percent in 1980 to 17.1 percent in 1995. The civilian rate for heavy drinking in 1995 was 12 percent (down from 13.8 percent in 1992). Heavy drinking was defined as five or more drinks per occasion and at least one occasion of drinking per week within the month before the survey.”¹¹

The statistics tell a story about progress the military has made in the reduction of alcohol abuse; and, for those who are concerned about alcohol trends in the military, the improvements should be heartening. Continued changes and progress should be pursued and the Air Force must keep a finger on the pulse of this progress. This is especially true since the public and the media are attuned to lapses in the moral judgement and even to

the well-intentioned but poorly considered words of those in positions of public trust.¹² If a lapse in moral judgement occurs, what is perceived as reality, is believed as fact. As never before, the media and society are attuned to the fitness of public officials and also to the military.

Recent Examples of Substance Use Problems in the Military

The following examples illustrate the kind of situations involving alcohol, which concern the public and Air Force leadership. Quoting from a 1996 Air Force Times story, “Two recent cases of overseas hijinks by Air Force fighter pilots have irked top commanders, demoralized the fighter squadrons involved and ruined some promising careers.”¹³ One of the cases being referred to occurred in Kuwait at a party designed to cap-off a two-month deployment—alcohol was a factor in the incident. In this instance:

The squadron’s members were accused of everything from unauthorized drinking to improper use of war munitions to an alleged sexual encounter between a pilot and an enlisted security policewoman in an air liner during the return trip from Kuwait. In the end, the squadron lay in shambles. Its top two commanders were fired, 15 officers were handed career-ending Article 15 punishments, three enlisted members were disciplined and one pilot was convicted of three criminal charges.¹⁴

The role of alcohol in these incidents wasn’t fully outlined in the source materials, however, the presence of and use of alcohol in Kuwait was in itself a violation of Air Force policy and suggested a breakdown of discipline. An activity that from the outset was intended to boost morale resulted in a disastrous and demoralizing outcome.

Periodically, newspaper reports attest to the occurrence of organizational “black-eyes,” stemming from bad judgement. Some of these incidents have had far reaching repercussions. Another recent example shows how the misuse of alcohol contributed to a damaging situation involving unfortunate lapses in judgement by a group of officers

within U.S. Pacific Air Force Command. In a letter to his officer corps, General John Lorber, Commander of PACAF described his view of the incident, he said:

During an investigation into this situation, it was revealed that certain members of the squadron were conducting themselves in ways that had long ago been declared unacceptable behavior. What is most shocking to me is that the conditions that led to this event were allowed to fester without any action by the squadrons leadership at any level to correct it—in fact, the squadron’s leadership often participated. Without listing all of the sordid details, the best analogy is that several members of the squadron conducted themselves as though they were in a wild fraternity, totally out of control with no mature supervision.¹⁵

In his memorandum, General Lorber noted that “our Air Force has grown out of the ‘70’s model where hard drinking and alcohol-fueled antics were a way of life. Unfortunately, but not surprising, at that time we were not a world class Air Force. Tremendous efforts have been made by many in terms of investment in resources and changing attitudes to get us to where we are now.”¹⁶ General Lorber suggested that times had changed and that the Air Force, at least within his command, expected a higher standard of behavior. Incidents such as these have brought negative press coverage, but have also had a clarifying effect on the Air Force attitude toward what comprises responsible behavior.

David Segal, director of the University of Maryland’s Center for Research on Military Organization commented on the media attention to these breaches of public trust. According to Segal, “drinking has so long been an element of military social culture that I don’t think it will ever go away, but, there’s no reason to believe they have to do it in anti-social ways.”¹⁷ This comment by Segal touches on the idea reflected in the Deglamorization Program, that alcohol can be used in responsible or irresponsible ways and the Air Force endorses the responsible choice.

Alcohol may have long been a part of military culture and responsible use may not pose a problem, however, the misuse of alcohol apparently has weighty repercussions. In their position of public trust, military members are held to a high standard of behavior. Judging from the worldwide studies on the military regarding health-related behaviors, the Air Force has made progress toward reducing the misuse of alcohol. Notwithstanding this progress, public sensitivity to public figures has correspondingly “hiked up” expectations and the demands that the military be above reproach. The Alcohol Deglamorization Program is one attempt by the Air Force to establish healthy and responsible norms for alcohol use. Such norms are intended to allow the Air Force to avoid problems that could challenge its position as a world class organization.

Notes

¹ Jack L. Rives, Kirk L. Davies, and Lynn G. Norton, eds., *The Military Commander and the Law* (Maxwell AFB, AL: Air Force Judge Advocate General School, 1998), 331.

² J. Carl Ficarrota, “Are Military Professionals Bound by a Higher Moral Standard?,” *Armed Forces & Society* 24 no. 1 (Fall 1997): 59.

³ Ibid., 68.

⁴ Ibid., 71.

⁵ Ibid., 62.

⁶ Ibid., 66.

⁷ General John Lorber, Commander in Chief, United States Pacific Air Force Command, memorandum to all Commissioned Officers in Command, subject: Standards of Conduct, 2 October 1996.

⁸ Robert M. Bray, Larry A. Kroutil, and Mary Ellen Marsden, “Trends in Alcohol, Illicit Drug, and Cigarette Use among U.S. Military Personnel: 1980-1992,” *Armed Forces & Society* 21, no. 2 (1995): 272.

⁹ Soraya S. Nelson, “Study: No Gains Made in Fight Against Alcohol Abuse,” *Air Force Times* 54, no. 5 (1993): 10.

¹⁰ Ibid., 10.

¹¹ Malcolm Ritter, “Military Drug Use Declines,” *Rocky Mountain News* (1996): A33.

¹² Colonel Lloyd J. Matthews, “The Speech Rights of Air Professionals.” *Airpower Journal* 12, no. 3 (1998): 19-30.

¹³ Steven Watkins, “The Party’s Over: The Air Force Cracks Down on Lewd, Crude, Drunken Behavior.” *Air Force Times* 57, no. 13 (1996): 12-14.

¹⁴ Ibid.

Notes

¹⁵ General John Lorber, Commander in Chief, United States Pacific Air Force Command, memorandum to all Commissioned Officers in Command, subject: Standards of Conduct, 2 October 1996.

¹⁶ Watkins: 12-14.

¹⁷ Ibid.

Chapter Three

Methodology

“I don’t drink, nor do I encourage it because of the damage I’ve seen it inflict on families and careers. My perception may skew my inputs on this survey.”

Male Respondent

Description of Sample Group

The sample was drawn from among the Air Force officers attending Air Command and Staff College, an Intermediate Senior Service School located at Maxwell Air Force Base, Montgomery Alabama. This study had a sampling of 194 from a pool of 387 AF officers attending ACSC. According to recommendations in current statistical literature the sample size in this study provided an excellent representation of the AF officers attending ACSC.¹ The average age of the respondents was 36.5. The sample was 15.5 percent female (164 males, 30 females). The majority of the sample (87 percent) was married with nearly 15 percent of these unaccompanied by their spouse/family (144 Married-accompanied, 25 Married-unaccompanied, 24 Single). Of those who responded, 43.3 percent were rated officers (84 rated, 109 unrated).

The population of Air Force officers at ACSC from which the sample was drawn was 13 percent female (50 female, 337 male). Nearly half of the officers, 42 percent,

were rated (161 rated, 226 nonrated). Given these demographics, the sample was a fair representation of the population being studied.

Construction of the Survey Instrument

The Air Force Alcohol Beverage Program (Air Force Instruction 34-219) was last revised in September 1998.² The Alcohol Deglamorization Program is a subsection of AFI 34-219 and it contains instructions to be implemented by installation commanders, sales managers and activity managers.³ The application of Alcohol Deglamorization guidelines to the PME environment is not stipulated by the policy. However, it is assumed in this study that the Policy must be implemented at all organizational levels if it is to have credibility and if alcohol deglamorization efforts are to come to fruition.

In order to assess the norms around alcohol use at ACSC, the researcher developed a survey using the following steps. First, the 23 individual bullets that compose the Deglamorization Program were analyzed to determine their implied intent; or in other words, to determine how these bullets might be manifested in the ACSC setting. Second, questions were formulated to assess ACSC “compliance” with the various requirements of the Deglamorization Program. Finally, practicing professors assessed the survey instrument prior to its being pilot tested by the researcher.

The process used for formulating the survey items is reflected in Table One below. Column one contains the actual wording of the Alcohol Deglamorization Program, column two is the researcher’s interpretation of the intent of the applicable program bullets, and column three presents the questions that were used on the survey to assess the norms of alcohol use at ACSC (See Table 1 below).

Table 1 Program Directives, Implied Intent and Resulting Survey Items

Deglamorization Program Directives ⁴	Implied Intent	Resulting Survey Items
1.5.1.1. Use base media (newspaper, bulletins, etc.) to deglamorize alcohol, call for responsible drinking, and show that alcoholism is a treatable condition.	Placing alcohol beverages on a level playing ground with all other beverages. (1.5.1.1)	I am comfortable drinking nonalcoholic beverages at parties when alcoholic beverages are being served (Item 1)
1.5.1.1. Use base media (newspaper, bulletins, etc.) to deglamorize alcohol, call for responsible drinking, and show that alcoholism is a treatable condition.	Recognizing that alcohol has properties that alter mind and physiology and must be used responsibly. (1.5.1.1)	The norm is to drink responsibly when using alcoholic beverages (Item 2)
1.5.1.1. Use base media (newspaper, bulletins, etc.) to deglamorize alcohol, call for responsible drinking, and show that alcoholism is a treatable condition.	Normalizing that a person with a drinking problem can successfully change with education and treatment. (1.5.1.1)	I believe that if a unit member has an alcohol problem he/she will be supported in getting treatment (Item 4)
1.5.1.2. Make sure that activities serving alcoholic beverages don't promote excessive drinking.	Developing a norm that when offering alcohol, activities should promote choice, moderation and responsible use and not excess. (1.5.1.2)	I sometimes feel pressure at parties to have "one more beer" (Item 7) I believe people are encouraged to drink at social functions (Item 14)
1.5.1.3. Make sure that activities serving alcoholic beverages also offer non-alcoholic beverages.	The idea that providing no options or an alternative to alcohol at an activity elevates alcohol in its importance and suggests coercion to drink. (1.5.1.3)	When alcoholic beverages are served at functions, non-alcoholic beverages are also available (Item 10)
1.5.1.6. Emphasize that Air Force members should not drink alcoholic beverages before or during their working hours but may drink prudently as part of a meal.	Recognizing that alcohol degrades cognitive abilities and performance and that it would be irresponsible to drink before or during work hours. (1.5.1.6)	Alcohol use (a beer) during the workday is unacceptable (Item 5)

<p>1.5.1.2. Make sure that activities serving alcoholic beverages don't promote excessive drinking.</p> <p>1.5.2.1.6. Don't use "last call" or other countdown events designed to promote last-minute sales.</p>	<p>Avoiding situations that focus attention on, or hike-up interest in alcohol. (1.5.1.2, 1.5.2.1.6)</p>	<p>People often make jokes or comments that draw attention to alcohol (e.g.: substandard Canadian beer, or "If you really want the answer, buy me two Jack Daniels") (Item 3)</p> <p>Bringing the "beer" seems to be an important part of our social activities (Item 6)</p> <p>Drinking alcohol is a part of being in the military (Item 9)</p>
<p>1.5.1.2. Make sure that activities serving alcoholic beverages don't promote excessive drinking.</p> <p>1.5.2.1.6. Don't use "last call" or other countdown events designed to promote last-minute sales.</p>	<p>Avoiding the creation of an artificial urgency or emphasis on having "one more drink." (1.5.1.2, 1.5.2.1.6)</p>	<p>I sometimes feel pressure at parties to have "one more beer." (Item 7)</p>
<p>1.5.2.2.1 Don't operate pro rata bars that require nondrinkers to share the cost of alcoholic beverages unless a pay-as-you-go bar isn't practical or all the members of a group volunteer to share the cost.</p> <p>1.5.2.2.2. Don't include the cost of alcoholic beverages in a package price for a meal, party, or other function (includes dining-in or out) without offering a comparable nonalcoholic option.</p>	<p>Avoiding situations where nondrinkers offset the cost of alcoholic beverages. (1.5.2.2.1)</p> <p>Avoiding situations that create an economic advantage to use alcohol. (1.5.2.2.2)</p>	<p>It seems money that nondrinkers pay for unit parties helps to offset the cost of serving alcoholic beverages (Item 11)</p>

1.5.2.2.3. Don't use terms that glamorize alcoholic beverages or their consumption ("sick call," "attitude adjustment hours," and so on).	Avoidance of treating alcohol as if it is the "method of choice" to relax, unwind, or recover (1.5.2.2.3)	After a stressful event it seems that the norm is to "recover" or "relax" by having a beer or two (Item 8)
1.5.2.2.7. Prohibit drinking contests.	Avoiding the promotion of the image that one who can "hold his liquor" is to be recognized. (1.5.2.2.7)	There appears to be an emphasis placed on being able to "hold your liquor" (Item 12)
1.5.2.2.8. Complimentary nonalcoholic beverages may be offered in association with a designated driver program.	Promoting and rewarding responsible drinking behavior and efforts to plan for safety. (1.5.2.2.8)	The norm is to use a designated driver if necessary (Item 13)

The survey (See Appendix A) was administered with instructions for the respondent to reflect on and compare (using a Likert scale) the norms at their previous duty assignment and the norms at ACSC, their current assignment. Gathering information about both settings was done in order to allow for a conceptual and statistical comparison between the PME setting and the operational setting; in other words, to identify potential differences between ACSC and other assignments. Four questions that were not derived from alcohol deglamorization directives were also included in the survey. These questions were added to assess: (1) the respondent's overall perception of the alcohol deglamorization climate at ACSC, (2) the respondent's personal alcohol use in their previous duty assignment and at ACSC, and (3) the respondent's personal feelings of support for the program (See Table 2 below).

Table 2 Additional Survey Items

(Item 15) (Circle one) Compared to my previous unit, the alcohol deglamorization climate at ACSC is:					
1	2	3	4	5	6
Significantly LESS Supportive of the policy		About the SAME		Significantly MORE supportive of the policy	
(Item 16) (Circle one) In socializing with those at my <u>previous unit</u> , I usually had an alcoholic beverage:					
1	2	3	4	5	
daily	2 or 3 times per week	once per week	less than once per week	never	
(Item 17) (Circle one) In socializing with those <u>at ACSC</u> , I usually have an alcoholic beverage:					
1	2	3	4	5	
daily	2 or 3 times per week	once per week	less than once per week	never	
(Item 18) (Circle one) How supportive do you personally feel toward the alcohol deglamorization program (as defined earlier) :					
1	2	3	4	5	
No Support	Slight Support	Moderate Support	Considerable Support	Great Support	
(Item 19) Comments you wish to make:					

An early version of the survey was reviewed by the ACSC Research Department and cleared for a trial administration. Eight individuals took the survey and offered feedback. Revisions were made, further suggestions were incorporated from ACSC research staff members and the survey was approved for administration to ACSC students.

Statistical Analysis of the Data

With 387 Air Force students attending ACSC, 220 surveys were distributed (5 to each seminar). The goal was to receive at least 190 surveys back in order to achieve a

sample that was both a valid representation of the Air Force officers attending ACSC and to provide statistical power to the analysis.⁵ There was an 88 percent return rate or a total of 194 surveys available for analysis. Returned data were analyzed utilizing the Statistical Package for the Social Sciences (SPSS 8.0).⁶ Demographics were analyzed and summarized (see p. 13). In order to arrive at some understanding of the data, several statistical analyses were conducted. Responses were summarized using frequencies of responses and descriptive statistics (crosstabs). Paired t-tests (two-tailed) were used to determine if a statistically significant difference existed between the alcohol deglamorization climate ACSC and the previous duty assignments of those sampled. Next, the data was analyzed (also using t-test) by splitting the file into several demographic categories including rated and non-rated, male and female and marital status (Married-accompanied, Married-unaccompanied, or Single). This analysis allowed ideas to be formulated about how the significant differences between ACSC and the operational world were influenced by different demographic factors.

The sample was sufficient in size to support statistical analysis. The data was analyzed and found to lack homogeneity of variance. The level of measurement of the data was ordinal and the data was not normally distributed. Throughout the analyses a .05 level was used to identify statistical significance of t-test results.⁷ The t-test and its findings are sufficient given the descriptive and exploratory nature of this research.

Strengths and Limitations of the Study

As with all research, there are limitations to be mentioned. In searching the literature there didn't appear to be preliminary studies on which to build the current study. In the absence of previous research the researcher created the survey instrument. The survey

went through pretests and numerous revisions and had good face validity in the opinions of several faculty reviewers. The instrument lacked empirical reliability and validity data, the certainty of its ability to measure norms is not empirically proven. The current study yielded some useful information and should be viewed as preliminary; future research is warranted. As with all survey research, care should be used in generalizing the findings beyond the sampled population to other populations (i.e.: the entire Air Force officer corps.). The respondents in the sample volunteered to complete the survey and a small number may have done so—in military tradition—by assignment. The respondents were not randomly selected, their self-selection to participate should be considered in the interpretation of the survey statistics. Some results of this study are compared to the results of the 1992 DoD worldwide survey on health related behaviors in the military. This yields some interesting findings, however, confidence in such comparisons should be tentative.

Notes

¹ Stephen Isaac and William B. Michael, *Handbook in Research and Evaluation* (San Diego, C.A.: EdITS Publishers 1990), 193.

² Air Force (AFI) 34-219, *Alcoholic Beverage Program*, 9 September 1998.

³ Ibid., p. 4-5.

⁴ Ibid.

⁵ Stephen Isaac and William B. Michael, 193.

⁶ SPSS Base 8.0, (Chicago, IL.: SPSS Inc., 1998).

⁷ Hubert M. Blalock, Jr., *Social Statistics* (New York, N.Y., 1972), 159-165.

Chapter Four

Results

“I was not aware of the Alcohol Deglamorization Program until taking this survey.”

“I indicated ‘moderate support’ on my personal support of the deglamorization program because I don’t necessarily agree with units ‘de-emphasizing alcohol use,’ I do, however, agree with encouraging responsible alcohol use and providing non-alcoholic beverages on the same basis as alcoholic beverages.”

“Alcohol deglamorization is a great idea, but it ain’t really happening”

Three different Male Respondents

Previous Unit Compared with ACSC Alcohol Use Norms

Results of the statistical analysis were interesting and have the potential to generate thought and discussion among Air Force leaders and policy makers. Of the fifteen areas of analysis, four were shown by the analysis to be statistically significant. The Air Force officers at ACSC found that attention was focused on alcohol often, both in their previous unit and at ACSC. While this was the case in both settings, this was likely to occur with more frequency at ACSC. The same was true regarding the importance of bringing beer to social activities; that is, while it was deemed important in both settings, the general opinion was that including beer in social activities received more emphasis at ACSC. The Alcohol Deglamorization Program specifies that “Air Force members should not drink alcoholic beverages before or during their working

hours but may drink prudently as part of a meal.¹” Despite this instruction, survey respondents reported that they only “slightly agree” that “drinking during the workday is unacceptable.” And the sample reported that at ACSC, people were more likely to drink during the workday than at their previous duty assignment. Finally, the sample reported that while they believed people would be supported in receiving treatment for an alcohol problem at either setting, they believed there would be slightly less support at ACSC than in the operational world. These findings are reported by their mean scores in Table 3 below.

Table 3 Statistically Significant Findings: Previous Duty Assignment Compared to ACSC

Survey Item	Mean response: Previous Assignmt	Mean response: ACSC	Interpretation
People often make jokes or comments that draw attention to alcohol.	3.77 (Slightly agree-)	4.11 (Slightly Agree+)	More attention is drawn to alcohol at ACSC than at previous assignment
Alcohol use during the workday is unacceptable	4.29 (Slightly agree+)	3.95 (Slightly agree-)	More acceptable at ACSC than at previous assignment
Bringing the “beer” seems to be an important part of our social activities	4.23 (Slightly agree+)	4.48 (Slightly agree+)	Receives more emphasis at ACSC
I believe that if a unit member has an alcohol problem he/she will be supported in getting treatment	4.74 (Moderately agree-)	4.54 (Slightly agree+)	Less support for treatment perceived at ACSC

Male and Female Officers Comparing Alcohol Use Norms at Previous Unit and at ACSC

The Male portion of the sample (n=164) comprised 82% of the sample and (not surprisingly) reported the same general opinions as identified for the entire sample and

reported above. In short, Males reported that at ACSC they found more focus on alcohol, more acceptance of having a beer during the workday, more emphasis on supplying the beer for social activities and less support for receiving alcohol abuse treatment than in their previous units.

Women in the sample (n=30) contributed to the statistical significance on two of the four items that stood out for the entire sample. First, Women in the sample thought that more attention was drawn to alcohol at ACSC than at their previous units. This was less pronounced than the Males with the mean response for ACSC hovering between the slightly agree level and slightly disagree level. At their previous unit, Women respondents slightly disagreed that attention was frequently drawn to alcohol. Second, Women reported believing treatment would be less supported at ACSC than at their previous unit. Unique from the entire sample, Women, slightly disagreed that drinking was part of being in the military, but, they tended to think that at ACSC drinking was part of being in the military. For a summary of the above findings, see Table 4 below.

Table 4 Statistically Significant findings for Males and Females: Previous Duty Assignment Compared to ACSC

Survey Item	Mean response: Previous Assignmt	Mean response: ACSC	Interpretation
	<i>a. Male</i> <i>b. Female</i>	<i>a. Male</i> <i>b. Female</i>	
People often make jokes or comments that draw attention to alcohol.	<i>a. Male:</i> 3.90 (Slightly agree-) <i>b. Female:</i> 3.14 (Slightly disagree+)	<i>a. Male:</i> 4.20 (Slightly agree+) <i>b. Female:</i> 3.72 (Slightly agree-)	More attention is drawn to alcohol at ACSC than at previous assignment

Alcohol use during the workday is unacceptable	<i>a. Male:</i> 4.22 (Slightly agree+) <i>b. Female:</i> not signif.	<i>a. Male:</i> 3.89 (Slightly agree-) <i>b. Female:</i> not signif.	More acceptable at ACSC than at previous assignment (not according to Females)
Bringing the “beer” seems to be an important part of our social activities	<i>a. Male:</i> 4.17 (Slightly agree+) <i>b. Female:</i> not signif.	<i>a. Male:</i> 4.41 (Slightly agree+) <i>b. Female:</i> not signif.	Receives more emphasis at ACSC (not according to Females)
I believe that if a unit member has an alcohol problem he/she will be supported in getting treatment	<i>a. Male:</i> 4.80 (Moderately agree-) <i>b. Female:</i> 4.82 (Moderately agree-)	<i>a. Male:</i> 4.66 (Moderately agree-) <i>b. Female:</i> 4.32 (Slightly agree+)	Less support for treatment perceived at ACSC
Drinking alcohol is a part of being in the military	<i>a. Male:</i> not signif. <i>b. Female:</i> 2.9 (Slightly disagree-)	<i>a. Male:</i> not signif. <i>b. Female:</i> 3.16 (Slightly disagree+)	Drinking more a part of being in the military at ACSC

Marital Status Groups Comparing Alcohol Use Norms at Previous Unit and at ACSC

In this demographic analysis the four significant differences noted in the previous two sections were found also in the Married-accompanied (n=143) group. More so at ACSC than in their previous duty assignment, attention was perceived as likely to be focused on alcohol, a beer during the workday was a more likely occurrence, and emphasis on bringing alcohol to social functions was greater at ACSC. In addition, seeking treatment for a drinking problem at ACSC was viewed as less supported. Finally, though these respondents slightly disagreed that non-drinkers’ contributions to parties helped to offset the cost of alcohol, they thought it happened more at ACSC than it did at their previous duty assignment.

Results of those Married-unaccompanied (n=24) were consistent with Married-accompanied respondents about the greater amount of attention given to alcohol at ACSC

and the slightly more acceptable use of alcohol during the workday. In addition, Married-unaccompanied respondents thought norms at ACSC reflected a view that drinking is a part of being in the military.

Single respondents (n=23) did not see any significant differences between their previous unit and ACSC. The findings based on marital status are in Table 5 below.

Table 5 Statistically Significant Findings for Marital Status: Previous Duty Assignment Compared to ACSC

Survey Item	Mean response: Previous Assignmt	Mean response: ACSC	Interpretation
	<i>a. Married-accomp</i> <i>b. Married-unaccomp</i> <i>c. Single</i>	<i>a. Married-accomp</i> <i>b. Married-unaccomp</i> <i>c. Single</i>	
People often make jokes or comments that draw attention to alcohol.	<i>a. Married-accomp:</i> 3.90 (Slightly agree-) <i>b. Married-unaccomp:</i> 3.52 (Slightly disagree+)	<i>a. Married-accomp:</i> 4.23 (Slightly agree+) <i>b. Married-unaccomp:</i> 4.16 (Slightly agree+)	More attention drawn to alcohol at ACSC
Alcohol use during the workday is unacceptable	<i>a. Married-accomp:</i> 4.28 (Slightly agree+) <i>b. Married-unaccomp:</i> 4.48 (Slightly agree+)	<i>a. Married-accomp:</i> 3.89 (Slightly agree-) <i>b. Married-unaccomp:</i> 3.84 (Slightly agree-)	More acceptable at ACSC
Bringing the “beer” seems to be an important part of our social activities	<i>a. Married-accomp:</i> 4.17 (Slightly agree+) <i>b. Married-unaccomp:</i> not signif.	<i>a. Married-accomp:</i> 4.45 (Slightly agree+) <i>b. Married-unaccomp:</i> not signif.	More important at ACSC

I believe that if a unit member has an alcohol problem he/she will be supported in getting treatment	<p><i>a. Married-accomp:</i> 4.89 (Moderately agree-)</p> <p><i>b. Married-unaccomp:</i> Not signif.</p> <p><i>c. Single:</i> not signif.</p>	<p><i>a. Married-accomp:</i> 4.66 (Moderately agree-)</p> <p><i>b. Married-unaccomp:</i> Not signif.</p> <p><i>c. Single:</i> not signif.</p>	Less support perceived at ACSC for treatment
It seems money that nondrinkers pay for unit parties helps to offset the cost of serving alcoholic beverages	<p><i>a. Married-accomp:</i> 3.03 (Slightly disagree)</p> <p><i>b. Married-unaccomp:</i> not signif. (Moderately agree-)</p> <p><i>c. Single:</i> not signif.</p>	<p><i>a. Married-accomp:</i> 3.23 (Slightly disagree+)</p> <p><i>b. Married-unaccomp:</i> not signif. (Moderately agree-)</p> <p><i>c. Single:</i> not signif.</p>	Economic advantage for drinkers more likely at ACSC
Drinking alcohol is a part of being in the military	<p><i>a. Married-accomp:</i> not signif.</p> <p><i>b. Married-unaccomp:</i> 3.04 (Slightly disagree)</p> <p><i>c. Single:</i> not signif.</p>	<p><i>a. Married-accomp:</i> not signif.</p> <p><i>b. Married-unaccomp:</i> 3.16 (Slightly disagree+)</p> <p><i>c. Single:</i> not signif.</p>	Drinking more a part of being in the military at ACSC

Rated and Nonrated Officers Comparing Alcohol Use Norms at Previous Unit and at ACSC

When the sample was analyzed comparing Rated and Nonrated officers, the greatest number of significant differences were identified. Rated officers felt *more* comfortable drinking non-alcoholic beverages at ACSC than in their previous assignment. They reported that, compared to their previous unit, the drinking norms were *more* responsible at ACSC. The Rated officers thought there was less emphasis on being able to “hold your liquor” at ACSC than in their previous unit. On these three items, the responses of the Nonrated officers didn’t yield a significant difference between ACSC and their previous unit.

There were other differences of perception apparent in the analysis. For instance, the Rated officers thought students at ACSC were *less* likely to have a beer after a stressful event than those out in the operational world, while Nonrated officers thought people were *more* likely to have a beer at ACSC after a stressful event.

On the following four survey items both groups disagreed to varying degrees with the statement; however, they saw statistically significant differences between ACSC and their previous assignment. What is notable is that the results of officers who were Rated and Nonrated were directionally different on each of the following items. First, Rated officers thought that people were *less likely* to be encouraged to drink at ACSC social functions while Nonrated officers thought people were *more likely* at ACSC functions to be encouraged to drink. Second, Rated officers perceived *less* of an “economic advantage” to drinkers at ACSC, while Nonrated officers thought drinkers had *more* of an “economic advantage” at ACSC. Third, while Rated officers thought that at ACSC drinking was *less* a part of being in the military, the Nonrated officers thought that at ACSC, drinking was *more* a part of being in the military. Finally, Rated officers reported less pressure to have “one more beer” at ACSC parties than in their previous unit, while Nonrated officers reported feeling *more* pressure to have “one more beer” at ACSC. On these items, Nonrated officers perceived the ACSC environment to be less supportive of the Deglamorization Program.

The reader may have noted that in each of the preceding group comparisons, four significant results surfaced repeatedly: (1) attention being drawn to alcohol, (2) alcohol during the workday, (3) emphasis on bringing beer to activities and (4) support for alcohol treatment. None of these items surfaced as significant in the analysis of Rated

officers; however, Nonrated officer results showed a significant difference on all four of these items between their previous assignment and ACSC. Nonrated officers repeated the perception that at ACSC there was more of a focus on alcohol, more acceptance of alcohol during the workday, more emphasis on bringing beer and less support for treatment. These findings suggest a difference in the attitudes, norms and/or the perceptions between Rated and Nonrated officers. For a summary of these findings refer to Table 6.

Table 6 Statistically Significant findings for Rated and Nonrated Officers: Previous Duty Assignment Compared with ACSC

Survey Item	Mean response: Previous Assignmt	Mean response: ACSC	Interpretation
	<i>a. Rated</i> <i>b. Nonrated</i>	<i>a. Rated</i> <i>b. Nonrated</i>	
I am comfortable drinking non-alcoholic beverages at parties when alcoholic beverages are being served	<i>a. Rated:</i> 5.20 (Moderately agree-) <i>b. Nonrated:</i> not signif.	<i>a. Rated:</i> 5.32 (Moderately agree+) <i>b. Nonrated:</i> not signif.	More comfortable drinking nonalcoholic beverages at ACSC (no difference for Nonrated)
The norm is to drink responsibly when using alcoholic beverages	<i>a. Rated:</i> 5.32 (Moderately agree+) <i>b. Nonrated:</i> not signif.	<i>a. Rated:</i> 5.53 (Moderately agree+) <i>b. Nonrated:</i> not signif.	More responsible norms at ACSC (no difference for Nonrated)
There appears to be an emphasis placed on being able to “hold your liquor”	<i>a. Rated:</i> 2.92 (Slightly disagree-) <i>b. Nonrated:</i> not signif.	<i>a. Rated:</i> 2.65 (Slightly disagree-) <i>b. Nonrated:</i> not signif.	Less emphasis on holding liquor at ACSC (no difference for Nonrated)
After a stressful event it seems that the norm is to “recover” or “relax” by having a beer or two	<i>a. Rated:</i> 4.07 (Slightly agree+) <i>b. Nonrated:</i> 3.36 (Slightly disagree+)	<i>a. Rated:</i> 3.78 (Slightly agree-) <i>b. Nonrated:</i> 3.65 Slightly agree-)	<i>Rated:</i> less at ACSC <i>Nonrated:</i> more at ACSC

I believe people are encouraged to drink at social functions	<i>a. Rated:</i> 3.32 (Slightly disagree+) <i>b. Nonrated:</i> 2.98 (Slightly disagree-)	<i>a. Rated:</i> 2.95 Slightly disagree- <i>b. Nonrated:</i> 3.24 Slightly disagree+	<i>Rated:</i> less at ACSC <i>Nonrated:</i> more at ACSC
It seems money that non-drinkers pay for unit parties helps to offset the cost of serving alcoholic beverages	<i>a. Rated:</i> 3.12 (Slightly disagree+) <i>b. Nonrated:</i> 2.95 (Slightly disagree-)	<i>a. Rated:</i> 2.95 Slightly disagree- <i>b. Nonrated:</i> 3.32 Slightly disagree+	<i>Rated:</i> less at ACSC <i>Nonrated:</i> more at ACSC
Drinking alcohol is a part of being in the military	<i>a. Rated:</i> 3.13 (Slightly disagree+) <i>b. Nonrated:</i> 2.69 (Slightly disagree-)	<i>a. Rated:</i> 2.91 (Slightly disagree-) <i>b. Nonrated:</i> 2.98 (Slightly disagree)	<i>Rated:</i> less at ACSC <i>Nonrated:</i> more at ACSC
I sometimes feel a pressure at parties to have “one more beer”	<i>a. Rated:</i> 2.15 (Moderately disagree+) <i>b. Nonrated:</i> 1.56 (Moderately disagree-)	<i>a. Rated:</i> 1.87 (Moderately disagree-) <i>b. Nonrated:</i> 1.68 (Moderately disagree-)	<i>Rated:</i> less at ACSC <i>Nonrated:</i> More at ACSC
People often make jokes or comments that draw attention to alcohol.	<i>a. Rated:</i> not signif. <i>b. Nonrated:</i> 3.71 (Slightly agree-)	<i>a. Rated:</i> not signif. <i>b. Nonrated:</i> 4.34 (Slightly agree+)	More attention is drawn to alcohol at ACSC than at previous assignment (not according to rated officers)
Alcohol use during the workday is unacceptable	<i>a. Rated:</i> not signif. <i>b. Nonrated:</i> 4.39 (Slightly agree+)	<i>a. Rated:</i> not signif. <i>b. Nonrated:</i> 3.95 (Slightly agree-)	More acceptable at ACSC than at previous assignment (not according to Rated officers)
Bringing the “beer” seems to be an important part of our social activities	<i>a. Rated:</i> not signif. <i>b. Nonrated:</i> 4.04 (Slightly agree)	<i>a. Rated:</i> not signif. <i>b. Nonrated:</i> 4.59 (Slightly agree+)	Receives more emphasis at ACSC (not according to Rated officers)
I believe that if a unit member has an alcohol problem he/she will be supported in getting treatment	<i>a. Rated:</i> not signif <i>b. Nonrated:</i> 4.86 (Moderately agree-)	<i>a. Rated:</i> not signif. <i>b. Nonrated:</i> 4.59 (Slightly agree+)	Less support for treatment perceived at ACSC (not according to Rated officers)

Notes

¹ Air Force Instruction (AFI) 34-219. *Alcoholic Beverage Program*. 9 September 1998: 4

Chapter Five

Discussion

“One possible reason for the difference in climate is many officers do not feel the need to be a role model for peers as they do in units.”

Male Respondent

The Status of Alcohol Deglamorization

This research sought to discover the degree to which ACSC adhered in spirit to the Alcohol Deglamorization Program, and further, if there were differences between ACSC and the survey respondent's previous base assignment. Having presented the results in the previous chapter the purpose of this section will be to summarize the survey responses and their meaning. The question may be asked: Does the ACSC environment support and reflect the norms concerning alcohol use that ACSC students (future Air Force leaders) should emulate in their follow-on assignments? This discussion will focus first on the overall status of alcohol deglamorization at ACSC as informed by this study.

The climate at ACSC seemed to be supporting the Deglamorization Program in several important ways. Respondents found that at social functions, if they chose not to have an alcoholic beverage there were other options available to them (e.g.: soda). Also, they reported feeling fairly comfortable drinking nonalcoholic beverages at these social functions. Generally there was very little pressure applied at parties to have “one more beer.” There was still, however, occasional though small emphasis on being able to “hold

your liquor,” suggesting some slight holding onto the old, “heavy drinking” norms of the military. However, the general opinion was that drinking at ACSC tended to be fairly responsible and that designated drivers were used when needed. These findings were encouraging and these norms should be maintained.

There were also findings from the survey that suggested some cause for concern. Two survey findings were compared with the results of the 1992 Worldwide Department of Defense Substance Abuse Survey. In the Worldwide survey, 27.3 percent believed that drinking was a part of being in the military. To compare, most at ACSC slightly disagreed that “drinking alcohol is a part of being in the military,” however, another 39 percent agreed (either slightly, moderately, or strongly) that drinking is “a part” of being in the military. Even when considering only those who moderately or strongly agreed with the statement, 18 percent still agreed that drinking was linked with being in the military. Consider next that in the Worldwide Survey, 22.9 percent felt that people were encouraged to drink at social functions. At ACSC, 44 percent of the sample indicated some level of agreement that people were encouraged to drink alcohol at social functions. If, again, only those who moderately to strongly agreed about feeling pressure to drink were included, 18 percent was the answer. In comparison with the Worldwide survey, the results for the sample of ACSC officers seemed high. These two items suggest a continuing need to move away from practices that imply pressure to drink or that reinforce the link between alcohol and the military.

There were other areas that raised the question: “Should we as an Air Force organization be happy with these results?” The ACSC culture around alcohol could be described (in part) as one where jokes and comments are often made which draw

attention to alcohol. Also, when social activities (i.e.: parties, sports) are planned, bringing the beer seems to command particular interest. At ACSC alcohol seemed to be used as a means to “recover” or “relax” after stressful events. In a time when a significant amount of research has been focused on wellness and on methods to manage stress, using alcohol as a “recovery” method seems to be somewhat unenlightened. These findings may suggest a recurring emphasis on alcohol at ACSC. This emphasis may contribute to the view reported by some that drinking alcohol is part of the military culture and that there is pressure to drink.

The deglamorization program discourages arrangements that provide an “economic benefit” to drinkers by having the cost of alcohol offset at parties by the money that nondrinkers pay. Whether or not this actually occurred, some at ACSC had the perception that this was a problem. Another item also had to do with perception. Some in the sample had doubts about whether or not someone at ACSC with a drinking problem would be supported in receiving treatment. In discussing this with Colonel Foster Bitton, Dean of Students at ACSC, he was fully confident that treatment when needed would be supported. Indeed, he noted that during the 1997-98 academic year, an ACSC student recognized his need for treatment and received full support in undergoing alcohol abuse treatment.¹ It was his opinion that, “What is good for, and what builds the individual is certainly, in the longrun, going to be good for the Air Force.”² Despite command support, there seemed to be a slight discrepancy between what ACSC leaders believed compared to the perception of ACSC students. Since survey results indicated some uncertainty by respondents about whether ACSC students would receive support for alcohol related treatment, this is an important action item. It may be helpful for the command to convey

to each new academic class as they begin the year at ACSC that there is support for appropriate alcohol treatment if needed.

Finally, those at ACSC were not completely clear about the unacceptability of alcohol during the workday. The Deglamorization Program states, “Emphasize that Air Force members should not drink alcoholic beverages before or during their working hours but may drink prudently as part of a meal.”³ The policy is clear, but the norms among these officers, while on target, weren’t precisely hitting the bullseye. These six areas may suggest the need for measured command attention to shape the ACSC norms and thus guide the attitudes of these future Air Force leaders.

This section has reviewed in a broadbrush manner the current status of the Deglamorization Program at ACSC. The next section will highlight areas wherein ACSC differed from the previous Air Force assignments of those surveyed.

Recurring Differences Between Previous Unit and ACSC

ACSC differed from previous assignments in four ways. These data suggested that at ACSC the focus on alcohol was greater than in previous duty assignments, as was the acceptance of drinking during the workday and the emphasis on bringing beer to social activities. As noted earlier, some doubt also existed about whether alcohol treatment would be an acceptable choice. These differences between ACSC and previous assignments were statistically significant and yet, the basic responses really suggested the need for slight course corrections, not for great alarm.

These findings were especially apparent among males (n=164), the Nonrated (n=84) and the Married-accompanied group (n=133). Due to the overlap of groups, these three groups were partly composed of the same people (Nonrated Males who were

Married-accompanied comprised n=69 or 35 percent of the sample). To some degree the findings can be attributed to this core group who thought that ACSC was slightly less supportive of the Deglamorization Program than their previous unit. Using the Program guidelines and General Lorber's memorandum⁴ as examples of how Air Force leaders feel about the alcohol issue, these results are moving in the right direction, but may fail to meet the standard expected of PME settings and for field grade officers.

Some of the norms that are reflected in these findings have observable examples at ACSC. Regarding alcohol in the workplace, one ACSC student from a sister service indicated to the author his surprise that beer was commonly found in schoolroom refrigerators. According to his experience, this was something that wouldn't happen in the PME setting within his service. In addition, holiday parties in the hallways during work hours have traditionally included much alcohol—as opposed to limiting alcohol to off-site or after-hours parties.

Certain artifacts of the faculty culture at ACSC suggest possible ambivalence to offering more support for alcohol deglamorization. For instance, something known as the “battlelab” (a refrigerator of beer) encourages alcohol in the workplace. It is reputed that after an academic course has been completed and the final exam finished, the academic section in charge of the “now completed” course will open the “battlelab.” The “battlelab” is also a common after-hours occurrence for no special reason. Serious or excessive drinking doesn't appear to be the norm at the “battlelab,” but the practice seems counter to the Deglamorization Program. Perhaps these variations from the Deglamorization Program shouldn't be interpreted as ambivalence, perhaps instead, the Program simply needs more attention and fine-tuning within the ACSC setting.

According to survey results, attention is often focussed at ACSC on alcohol through jokes and comments. Verbal examples of this could be cited, however, one e-mail example may suffice. Appendix C contains an e-mail that was distributed widely throughout the student body at ACSC. These sayings were titled “Words of Wisdom.” Here are three examples: “I feel sorry for people who don't drink. When they wake up in the morning, that's as good as they're going to feel all day.” (Frank Sinatra); “Time is never wasted when you're wasted all the time.” (Catherine Zandonella); “Abstainer: a weak person who yields to the temptation of denying himself a pleasure.” (Ambrose Bierce). This e-mail serves as an example of focusing attention on alcohol. Attention on alcohol appears to create a culture in which some students feel increased “peer pressure” to drink. The author is not suggesting that jokes and comments about alcohol should be regulated; rather, the amount of attention focused on alcohol may serve as one indicator or measure of how much alcohol is glamorized in an organization. Nevertheless, focusing attention on alcohol is one behavior that could be reduced given a clear, yet balanced command response.

The need for a balanced response is particularly warranted given the varied opinions about these issues. One survey respondent wrote with fervor about whether or not people feel pressure to drink. He said, “Who cares—we are not teenagers—if you feel peer pressure to drink, then maybe you need to go back to high school where you belong.” One respondent wrote in his comments, “This program is a two edged sword—deglamorization is needed, but I've experienced organizations where the leadership talks about deglamorization, but leans on people to go to the club. Or, the other edge of the sword, deglamorization has also hurt cohesiveness and camaraderie because some have

taken it overboard by labeling anyone who has one beer an alcoholic.” A balanced intervention would be most likely to result in closer adherence to the Program.

Notable Differences Between Rated and Nonrated Officer Perceptions

When the data were analyzed by separating the Rated officers from the Nonrated officers, the greatest divergence of opinion emerged (as noted in the results section). Almost without exception the Rated officers thought that the environment at ACSC was *more* supportive of alcohol deglamorization than in their previous assignments. Among other findings, they felt more comfortable at ACSC drinking nonalcoholic beverages when alcoholic drinks were being served, they thought drinking norms were more responsible, and they believed that drinking was less a part of being in the military at ACSC. These views were different from Nonrated officers’ opinions.

Nonrated officers tended to report a less optimistic view (than Rated officers) toward alcohol deglamorization at ACSC. Nonrated respondents collectively held the opinion that ACSC was *less* supportive of the Program than previous assignments. Indeed, 50 percent of the Nonrated officers thought that, compared to their previous unit, the deglamorization culture at ACSC was generally *less* supportive of the policy. In contrast, only 29 percent of the Rated officers reported their belief that ACSC was *less* supportive of the policy. The Nonrated respondents tended to feel *more* pressured to drink at ACSC and felt that drinking was slightly more a part of being in the military at ACSC than in their previous unit.

It’s difficult to know the source of the differences between Rated and Nonrated officers, although some alternative explanations may be inferred from the data. First, consider some variables to which the difference probably could *not* be attributed.

The difference between Rated and Nonrated probably had nothing to do with sex. In both Rated and Nonrated groups, males comprised the majority of each sample. Specifically, 94 percent and 77 percent of the Rated and Nonrated sample groups were male, respectively. Both groups then, despite their differences, were by majority male. Furthermore, analysis of the Female officer results yielded only three significant results while there were eight significant results for each the Rated and Nonrated officer groups. By virtue of the low number of Females in both the Rated and Nonrated sample, and with the majority of each group being male, it is unlikely that the sex variable in and of itself could explain the direction of the findings.

It is also unlikely that marital status could explain the difference between the Rated and Nonrated groups. The Rated and Nonrated groups were nearly identical based on the three categories of marital status.

Explanation Based On Varying Levels of Social Drinking

The contrast between Rated and Nonrated viewpoints may have had to do with differences in the frequency of social drinking which were reported by the two groups. Social drinking was different in the Rated and Nonrated cultures. Of the Rated officers, 12 percent were complete nondrinkers prior to coming to ACSC, in comparison, 22 percent of the Nonrated officers reported that they were nondrinkers. About 61 percent of the Rated and 70 percent of the Nonrated were quite moderate drinkers (less than one or only one alcoholic beverage weekly). However, more than twice as many of the Rated officers reported a higher level of alcohol intake prior to ACSC (2–3 beverages weekly or a beverage every day) than Nonrated officers—27 percent for Rated compared to 12 percent for Nonrated. Thus, the Rated officers seemed to be coming out of a culture with

a higher alcohol intake. On coming to ACSC, the heavier drinking Rated officers dropped to a more moderate intake (27 percent of heavier drinking dropped to 7 percent). This change in personal drinking by some of the Rated officers may have had a double effect. First, those who altered their drinking patterns may have attributed this change to the ACSC environment; that is, they may have translated personal change into a perception of organizational norms. Second, Rated officers may have observed this change in the drinking patterns of their buddies and attributed the change to ACSC support of alcohol deglamorization.

Explanation Based on Perception

Differences in the results for Rated and Nonrated officers *may* have had to do with other variations in survey findings. For instance, the two groups viewed and assessed alcohol use norms very differently. Among Nonrated officers, 50 percent felt that ACSC was generally *less* supportive of the policy compared to their previous unit, while 29 percent of the Rated officers shared this perception. These differences in perception may have laid the foundation for the differing views of ACSC by Rated and Nonrated officers. These differences in perception, however, may be attributable to differences in the operational cultures in which these two groups are socialized.

Explanation Based On Different Socializing Norms

The author interviewed an experienced Tanker Task Force Navigator, who by his own admission had been immersed in the culture where, “when on TDY, the bar lamp is always on.” His experiences suggested an explanation for the differences between the Rated and Nonrated groups. He speculated that perhaps the difference between the

groups was rooted in the social environment that develops and functions separately for Rated and Nonrated personnel in the operational world. In his experience, a social network develops in the rated world due to shared activities, interests and challenges and that this culture frequently includes alcohol. This socializing by Rated officers results in a close knit group. As noted earlier, the drinking among Rated officers decreased significantly at ACSC while socializing continued among classmates. Perhaps Rated officers interpreted this as an indication of ACSC's support of the Deglamorization Program. On the other hand, prior to coming to ACSC, the Nonrated group may not have had the same level of socializing, especially involving alcohol. Recall that findings indicated a lower frequency of drinking among the Nonrated. So, on their arrival at ACSC where social gatherings involving alcohol were the norm, they may have interpreted this as reduced ACSC support for the Deglamorization Program.

Explanation Based On Different Expectations of the ACSC Setting

Comments on an open question of the survey suggested that some Nonrated officers thought that ACSC differed culturally from their previous units. They posited that at ACSC different norms were appropriate or that less emphasis on deglamorization was needed. One respondent said “one possible reason for the difference in climate is many officers do not feel the need to be a role model for peers as they do in units.” Another commented, “I believe the *modest* differences between the focus on alcohol at ACSC and at my previous unit mostly have to do with the maturity level of those in the organization (field grade officers don’t need this kind of behavioral oversight as do the spectrum of military members in many units).” These officers apparently believed that differences exist between the PME setting and operational world. Thus by their

comments, they were attempting to explain the discrepancies they saw in terms of different expectations and demands of the two different settings and the leaders within these settings. Two additional comments by Nonrated officers suggested a similar perception that ACSC is a different or unique setting. First, “Comparison of a school environment to a staff organization (my last job) may not be valid.” And second, “ACSC is probably not a good unit for comparison. Our previous units were ‘real’ jobs, higher stress, and our coworkers were more long-term friends.” Nonrated officers, then, found less adherence to the deglamorization program at ACSC. Perhaps, however, these Nonrated officers had less of an expectation that Deglamorization was necessary in a school of field grade officers.

Explanation Based on Varying Levels of Personal Support of the Program

Personal support of the Deglamorization Program also differed between Rated and Nonrated officers, which may help explain differences between the two groups. For instance, 33 percent of the Rated officers and 12 percent of Nonrated officers reported feeling no support or only slight support for the Alcohol Deglamorization Program. At the same time 31 percent of Rated officers and 50 percent of Nonrated officers reported feeling considerable to great support for the program. Thus, Rated officers generally expressed a lower level of investment in the program. Perhaps they were more inclined (than Nonrated officers) to view deglamorization efforts at ACSC as more supportive than in their previous units where they were accustomed to less emphasis on the Deglamorization Program. Meanwhile, perhaps Nonrated officers (who generally expressed more personal support for the program) were critical of ACSC when

Deglamorization didn't seem to be as embedded (or emphasized) in the ACSC culture as in their previous units.

Whatever the reason, there seemed to be some differences in the opinions of Rated and Nonrated officers toward the Alcohol Deglamorization efforts at ACSC. Such differences could suggest some interesting areas of future study.

Recommendations

At least to some degree the students at ACSC *are* the culture at ACSC, however, students come and go. However, the greatest change might be achieved by focusing deglamorization efforts on the decisions, directives, words and actions of the ACSC command structure and the faculty who set the tone that carries over from year-to-year. The head of the Navy Alcohol Abuse Prevention Group said, “There’s no silver bullet for prevention. It’s a matter of command attention to the problem, the command providing the education along with consistent enforcement.”⁵

There may be some rationale to argue that while attending ACSC, alcohol use norms should be more relaxed than in other Air Force assignments. For instance, perhaps school should not be strictly considered “a workplace” with regard to alcohol in the work place refrigerator. It is not “operational” in nature with the risk that alcohol-impaired judgement could cause long-term damage to the Air Force. In a school setting, perhaps beer, with its tradition as a social lubricant should be allowed. Some will vigorously disagree that student status at ACSC does not result in a long-term effect on the Air Force. Perhaps the real question should be: Does alcohol in the ACSC setting help or hinder the long-term impact of the education received at ACSC? This is the topic for another research effort. Further, while the assignment as a student may not be considered

operational, the same may not be true for faculty members—perhaps different norms should apply.

Recommendations to bolster support of the Deglamorization Program at ACSC may include continued verbal emphasis on responsible alcohol use, encouragement for using designated drivers, and openly acknowledged support for alcohol treatment where necessary. A more involved and serious response may include greater command and faculty attention to reducing the use of comments that draw attention to alcohol. And finally, serious actions may include changing the practice at ACSC of keeping alcohol in the workplace for faculty and/or in the schoolhouse for students, as well as keeping the intake of alcohol off-site and/or after-hours. These are decisions to be made by those in the command structure.

Directions for Future Research

Future research may focus on comparisons between varying levels of Air Force PME for both enlisted personnel and the officer corps. New understanding could also result by studying and comparing Air Force norms at PME with those of our sister services and perhaps even, with norms of our international officer's services.

The differences in the perceptions of the Rated and Nonrated could be an area for future research. Perhaps these differences in perception may be attributed to personality differences. Just as emergency and crisis response professions draw people with particular personality styles,⁶ the unique demands of rated service in the Air Force may attract to its ranks men and women with personality styles that are innately different from nonrated officers. Personality differences between Rated and Nonrated officers is an area for future study and research. Again, perhaps the differences are tied to differences in the

social interactions of the Rated and Nonrated. These are questions that should be studied since they appear to have an impact on the Deglamorization Program.

While there is little question about the negative effects of alcohol abuse, many have posited that alcohol responsibly used does indeed serve to build cohesion and camaraderie among groups of people. This cohesion question is a particularly interesting area that is fertile ground for future research. Included in the cohesion question is the enumeration of alternative means for building cohesion that exclude the use of alcohol.

A Final Word

To be sure, there are many vital issues for leaders to attend to in the Air Force. The Deglamorization Program should receive sufficient guiding attention by command authorities to establish and maintain norms of responsible alcohol use. Once norms are established they are powerful and generally self-perpetuating.⁷ The traditions around alcohol use that have been part of our military history demonstrate that norms (healthy or unhealthy) persist.

Results of this study suggest generally positive support for responsible alcohol use in the Air Force with some areas for fine-tuning. To retain our world class Air Force we must avoid even one tragic incident that results in destroying a career, that diminishes public trust, or that ends a life. This worthwhile task of supporting the Alcohol Deglamorization Program warrants thoughtful and consistent energy and attention collectively and individually.

Notes

¹ Colonel Foster Bitton, Air University, Air Command and Staff College, Maxwell AFB, interviewed by author, 17 March 1999.

Notes

² Colonel Foster Bitton, Air University, Air Command and Staff College, Maxwell AFB, interviewed by author, 17 March 1999.

³ Air Force Instruction (AFI) 34-219, *Alcoholic Beverage Program*. 9 September 1998: 4.

⁴ General John Lorber, Commander in Chief, United States Pacific Air Force Command, memorandum to all Commissioned Officers in Command, subject: Standards of Conduct, 2 October 1996.

⁵ John Burlage, "Curbing Military's Alcohol Abuse: Campaign Urges Greater Responsibility." *Navy Times* 45, no. 27 (1996): 4.

⁶ Jeffrey Mitchell, Ph.D., Utah Critical Incident Stress Debriefing Team Training Conference, keynote address ("Personality Styles of Emergency Response Personnel") October 1989.

⁷ Irvin D. Yalom, *The Theory and Practice of Group Psychotherapy* (New York, NY, 1975), 107-121.

Appendix A

Survey Instrument

Memorandum

FROM: Major Cory Lyman, ACSC, Seminar 05

SUBJ: Norms of Air Force Alcohol Use Survey

TO: AF officers at Air Command and Staff College

This survey has 19 questions and will take 8-10 minutes to complete. The survey contains no identifying information. The raw data will be kept strictly confidential and will be available only to the principle investigator and appropriate faculty advisors.

Participation in this survey is voluntary. PLEASE RETURN ALL COMPLETED SURVEYS TO YOUR SEMINAR LEADER NO LATER THAN FRIDAY, 19 FEB 99. I appreciate your prompt response.

In accordance with AFR 12-35, paragraph 30, the following information is provided as required by the PRIVACY ACT OF 1974: A. Authority: 1) 5 USC 301, Departmental Regulations; and/or 2) 10 USC 8012, Secretary of the Air Force, Powers, Duties, Delegation by Compensation. B. Principal Purpose: To sample Air Force officer experiences and opinions about Air Command and Staff College norms around alcohol use. C. Routine Uses: to provide information for analysis and to increase understanding of the said topic area as part of ACSC student independent research. D. Participation in this survey is voluntary and respondents will not be identified. E. No adverse action of any kind may be taken against any individual who elects not to participate in any or all parts of this survey.

SURVEY

NORMS OF AIR FORCE ALCOHOL USE

DEMOGRAPHICS

A. Age _____

B. Male _____ Female _____

C. Rated _____ Non-rated _____

E. (Circle one) Division 1

Division 2

Division 3

Division 4

READ THESE INSTRUCTIONS BEFORE PROCEEDING:

The AF policy on alcohol deglamorization asks units to deemphasize alcohol use, to encourage responsible alcohol use and to provide non-alcoholic beverages on the same basis as alcoholic beverages.
 In responding to the statements below please give your impression of how the climate regarding alcohol use at ACSC supports alcohol deglamorization *compared to your previous unit*.

Throughout this survey, “beer” refers to alcoholic beverages generally. Please circle the numbered response that describes whether you agree or disagree with each statement.

	AT MY PREVIOUS UNIT:						AT ACSC:					
	1	2	3	4	5	6	1	2	3	4	5	6
1. I am comfortable drinking non-alcoholic beverages at parties when alcoholic beverages are being served....	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree
2. The norm is to drink responsibly when using alcoholic beverages....	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree
3. People often make jokes or comments that draw attention to alcohol (e.g.: sub-standard Canadian beer, or “If you <i>really</i> want the answer, buy me <i>two</i> Jack Daniels”)....	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree
4. I believe that if a unit member has an alcohol problem he/she will be supported in get-ting treatment....	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree
5. Alcohol use (a beer) during the workday is unacceptable....	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree
6. Bringing the “beer” seems to be an important part of our social activities....	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree
7. I sometimes feel a pressure at parties to have “one more beer”....	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree	strongly disagree	moderately disagree	slightly disagree	slightly agree	moderately agree	strongly agree

8. After a stressful event it seems that the norm is to "recover" or "relax" by having a beer or two....	AT MY PREVIOUS UNIT: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree	AT ACSC: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree
9. Drinking alcohol is a part of being in the military....	AT MY PREVIOUS UNIT: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree	AT ACSC: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree
10. When alcoholic beverages are served at functions, non-alcoholic beverages are also available....	AT MY PREVIOUS UNIT: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree	AT ACSC: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree
11. It seems money that non-drinkers pay for unit parties helps to offset the cost of serving alcoholic beverages....	AT MY PREVIOUS UNIT: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree	AT ACSC: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree
12. There appears to be an emphasis placed on being able to "hold your liquor"....	AT MY PREVIOUS UNIT: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree	AT ACSC: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree
13. The norm is to use a designated driver if necessary..	AT MY PREVIOUS UNIT: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree	AT ACSC: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree
14. I believe people are encouraged to drink alcohol at social functions....	AT MY PREVIOUS UNIT: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree	AT ACSC: 1 2 3 4 5 6 strongly disagree moderately disagree slightly disagree slightly agree moderately agree strongly agree

15. Compared to my previous unit, the alcohol deglamorization climate at ACSC is:

1	2	3	4
Significantly LESS supportive of the policy	About the SAME		Significantly MORE supportive of the policy

16. (Circle one) In socializing with those at my previous unit, I usually had an alcoholic beverage:

1	2	3	4	5
daily	2 or 3 times per week	once per week	less than once per week	never

17. (Circle one) In socializing with those at ACSC, I usually have an alcoholic beverage:

1	2	3	4	5
daily	2 or 3 times per week	once per week	less than once per week	never

18. (Circle one) How supportive do you personally feel toward the alcohol deglamorization program (as defined earlier) :

1	2	3	4	5
No Support	Slight Support	Moderate Support	Considerable Support	Great Support

19. Comments you wish to make (use back of the page if needed):

Appendix B

Survey Comments

Rated officer comments

1. “I indicated moderate support on my personal support of the deglamorization program because I don’t necessarily agree with units ‘de-emphasizing alcohol use,’ I do, however, agree with encouraging responsible alcohol use and providing non-alcoholic beverages on the same basis as alcoholic beverages”
2. “Alcohol use must *absolutely* be an individual choice (just like tobacco!). In our efforts to ensure that no pressure is applied *to use* these products we must also avoid persecuting those that *choose to do* so freely!!”
3. “My experience has been that alcohol is glamorized about as much as mud wrestling. The biggest “pressure” with regards to alcohol is having to listen to the same warnings, cautions, and lectures over and over.”
4. “I understand wanting to clean up our act, but let’s not go too far. I even propose allowing 18-year-old recruits to drink again. Come on, if we are going to ask our young men and women to be deployed anytime/anywhere, for who knows how long, and oh by the way, put their lives on the line in defense of our “vital interests,” why can’t we allow them to be “grown up” and have a drink. Let’s teach responsible drinking, not make it look taboo.”
5. “I never drink pop—unlike moderate alcohol use, there are no salutary effects from soda—it’s just bad for you. So guess how many times my money has been used to provide soda for unit parties. It’s the same issue in my mind—and just as trivial”
6. “Who cares—we are not teenagers—if you feel peer pressure to drink, then maybe you need to go back to high school where you belong.”
7. Age 35 “—102 in liver years”
Married and Accompanied “—was drunk when I got married”
“I was buzzed when I wrote this! Cheers! Jimmy Beam Rules!”

8. "I think alcohol deglamorization is a good idea, but should not turn into a villianization program. I don't drink often, but I think everyone should be free to make their own choice."
9. "I think the AF is doing a great job of deglamorizing alcohol. As a Christian, I respect the rights of others to not drink. But, I do not feel it is a crime to have a beer. Moderation in all things!"
10. "I don't drink, nor do I encourage it because of the damage I've seen it inflict on families and careers. My perception may skew my inputs on this survey."

Nonrated comments

1. "One possible reason for the difference in climate is many officers do not feel the need to be a role model for peers as they do in units."
2. "I believe the *modest* differences between the focus on alcohol at ACSC and at my previous unit mostly have to do with the maturity level of those in the organization (field grade officers don't need this kind of behavioral oversight as do the spectrum of military members in many units)."
3. "Comparison of a school environment to a staff organization (my last job) may not be valid."
4. "ACSC is probably not a good unit for comparison. Our previous units were 'real' jobs, higher stress, and our coworkers were more long-term friends. A comparison between SOS, ACSC, and AWC might be more valid."
5. "I never felt like alcohol was a problem at my unit or at ACSC. Alcohol was a part of all social events, but never pushed on anyone. It is routine to have a beer or two after a flight, which I enjoyed. Nobody was ever forced by peer pressure to drink."
6. "I was not aware of alcohol deglamorization program until taking this survey."
7. "I don't know what it is!"
8. "This program is a two edged sword—deglamorization is needed, *but*, I've experienced organizations where the leadership talks about deglamorization, *but* leans on people to go to the club. Or, deglamorization has also hurt unit cohesiveness and camaraderie because some have taken it over board by labeling anyone who has one beer an alcoholic."
9. "I slightly agree that people draw attention to alcohol, but, I don't think it's negative on the work environment." "I slightly agree that drinking alcohol is part of being in the military, but this feeling is more prevalent among older members, but officially this is not the AF view." "In theory, alcohol deglamorization is politically correct. However,

sometimes an organization (e.g. AF) can go overboard. Many classmates have lamented about less unit cohesion since alcohol deglamorization program. I remember learning so much during the B.S. sessions while having a beer after work. Also, a lot of work would get done during these sessions.”

10. “I don’t think alcohol abuse is the problem it used to be in the AF. In the current climate, I’m scared to death to drive after drinking.”

11. “Alcohol deglamorization is a great idea, but it ain’t really happening.”

12. “While having a designated driver is required there’s little attention paid to responsible use prior to needing a designated driver. The message is that the only problem from excess alcohol use is a DWI; nothing could be more untrue.”

Appendix C

Widely Distributed E-mail: Alcohol Humor

From: [redacted]
Sent: Tuesday, February 02, 1999 12:26 PM
To: Lyman Cory
Subject: FW: FW: How right they are...

Cory,
You should use this in your alcohol deglamorization program study. Notice the lists of "from" and "to" and how this topic is getting spread around. Personally, I think some of the quotes are really funny! (But they don't necessarily promote deglamorization....)

-----Original Message-----

From: [redacted]
Sent: Monday, February 01, 1999 12:01 PM
To: 13 Students at ACSC
Subject: FW: FW: How right they are...

-----Original Message-----

From: [redacted]
Sent: Monday, February 01, 1999 11:50 AM
To: 32 Students at ACSC
Subject: FW: FW: How right they are...

-----Original Message-----

From: Tickari@aol.com [SMTP:Tickari@aol.com]
Sent: Friday, January 29, 1999 8:50 PM
To: 2 Air Force Organizations, 13 individuals (one of whom was assigned at ACSC)
Subject: Fwd: FW: How right they are...

>Words of Wisdom
>
>I feel sorry for people who don't drink. When they wake up in the morning,
>that's as good as they're going to feel all day.
>* Frank Sinatra
>
>The problem with some people is that when they aren't drunk, they're sober.
>* William Butler Yeats
>
>An intelligent man is sometimes forced to be drunk to spend time with his
>fools.

>* Ernest Hemingway

>
>Always do sober what you said you'd do drunk. That will teach you to keep
your mouth shut.
>* Ernest Hemingway
>
>You're not drunk if you can lie on the floor without holding on.
>* Dean Martin
>
>Drunk is feeling sophisticated when you can't say it.
>* Anonymous
>
>No animal ever invented anything as bad as drunkenness or as good as drink.
>* G.K. Chesterton
>
>Time is never wasted when you're wasted all the time.
>* Catherine Zandonella
>
>Abstainer: a weak person who yields to the temptation of denying himself a pleasure.
>* Ambrose Bierce
>
>Reality is an illusion that occurs due to lack of alcohol.
>* Anonymous
>
>Drinking provides a beautiful excuse to pursue the one activity that truly
>gives me pleasure, hooking up with fat hairy girls.
>* Ross Levy
>
>A woman drove me to drink and I didn't even have the decency to thank her.
>What contemptible scoundrel has stolen the cork to my lunch?
>* W.C. Fields
>
>Beauty lies in the hands of the beer holder.
>* Anonymous
>
>Work is the curse of the drinking classes.
>* Oscar Wilde
>
>When I read about the evils of drinking, I gave up reading.
>* Henny Youngman
>
>Life is a waste of time, time is a waste of life, so get wasted all of the
>time and have the time of your life.
>* Anonymous
>
>I'd rather have a bottle in front of me, than a frontal lobotomy.
>* Tom Waits
>
>24 hours in a day, 24 beers in a case. Coincidence?
>* Stephen Wright
>
>When we drink, we get drunk. When we get drunk, we fall sleep. When we fall
>asleep, we commit no sin. When we commit no sin, we go to heaven Sooooo,
>let's all get drunk, go to heaven...

>* Brian O'Rourke

>

>You can't be a real unless you have a beer and an airline. It helps if you
>have some kind of a football team, or some nuclear weapons, but at the very
>least you need a beer.

>* Frank Zappa

>

>Always remember that I have taken more out of alcohol than alcohol has
taken out of me.

>* Winston Churchill

>

>He was a wise man who invented beer.

>* Plato

>

>Beer is proof that God loves us and wants us to be happy.

>* Benjamin Franklin

>

>If you ever reach total enlightenment while drinking beer, I bet it makes
beer

>shoot out your nose.

>* Deep Thought, Jack Handy

>

>Without question, the greatest invention in the history of mankind is beer.

>Oh, I grant you that the wheel was also a fine invention, but the wheel does
>not go nearly as well with pizza.

>* Dave Barry

>

>The problem with the world is that everyone is a few drinks behind.

>* Humphrey Bogart

>

>Why is American beer served cold? So you can tell it from urine.

>* David Moulton

>

>Give me a woman who loves beer and I will conquer the world.

>* Kaiser Wilhelm

>

>I would kill everyone in room for a drop of sweet beer.

>* Homer Simpson

>

>Not all chemicals are bad. Without chemicals such as hydrogen and oxygen,
for

>example, there would be no way to make water, a vital ingredient in beer.

>* Dave Barry

>

>I drink to make other people interesting.

>* George Jean Nathan

>

>All right, brain, I don't like you and you don't like me. So let's just do
this and I'll get back to killing you with beer.

>* Homer Simpson

>>



FW: How right they
are...

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